

## Client: RAC

RAC aims to be the first choice for motoring and vehicle solutions for consumer and business customers. They have won a number of awards for the quality of their products and services.

[www.rac.co.uk](http://www.rac.co.uk)

## Requirements

The project's objective was to replace bespoke legacy customer relationship management systems with a single system that provided a single view of the customer. The chosen CRM system would be integrated with numerous significant task specific systems within the RAC's system architecture. This provided a single processing system that offered a view of all of the RAC's 3 million corporate and individual consumer customer activities.

## Solution

To achieve this, Integra gained a detailed understanding of the business process and then utilised combined implementation / development resource to produce the most robust best-fit solution for the client by helping to choose the right development tools for the job. This was done with the main objective of ensuring the solution was fully supportable from an Agresso UK and client perspective by gaining buy-in from both parties.

The project was split into two distinct phases:

### **Phase 1:**

This phase was to move the corporate client activities onto the new solution, which accounted for around a hundred thousand customer accounts over a wide range of customer profiles.

### **Phase 2:**

The individual customer activities to the new solution: during this phase, Integra's involvement increased and the Integra consultants' roles became far more pivotal in the project.

The Phase 2 production system has been processing for nearly a year. It has processed in excess of 1 million invoices and associated transactions and collected against these invoices using the automated direct debit and credit card processes with over 2.5 million payment profiles on file. 400,000 of these invoices are collected using payment plans.

Integra have been retained to continue to provide further consultancy, development, training and support services at the RAC both within the Agresso Teams and within other projects within the Business.

### **The main activities of the Consultancy Services supplied included:**

- Business process analysis, design and reengineering
- Application design and configuration
- Interface and integration design and development
- Process and application enhancement

'RAC had numerous accounting packages it elected to consolidate onto Agresso. We trained our core team on Agresso and would use this team to bring knowledge of our business and its processes to the implementation. We had no desire to hire to meet the highest staffing needs.'

'Initially we turned to Integra to meet our temporary staffing needs but in reality gained much more.'

'Integra ended up understanding our business and processes and aided the core team to increase their knowledge. A true knowledge transfer. They became part of the team but exited then in true professional style.'

**Warren Gemberling** - Project Manager  
RAC Motoring Services

### **The following outlines the activities undertaken by Integra as the project lifecycle progressed:**

- Business process definition and specification of requirements
- Standard application and configuration design
- Impact analysis
- Development cycle
- Application build
- Migration design
- Testing
- Acceptance testing
- Change control deployment design
- Cut over design
- GO LIVE dry run
- GO LIVE
- Post GO LIVE

'They were able to bring many skills to our team. These included but weren't limited to design, integration, training, testing strategies, specialist knowledge of Agresso and a wealth of knowledge from previous implementations.'

**Warren Gemberling** - Project Manager  
RAC Motoring Services